

## 1 INTRODUCTION

### 1.1 Overview

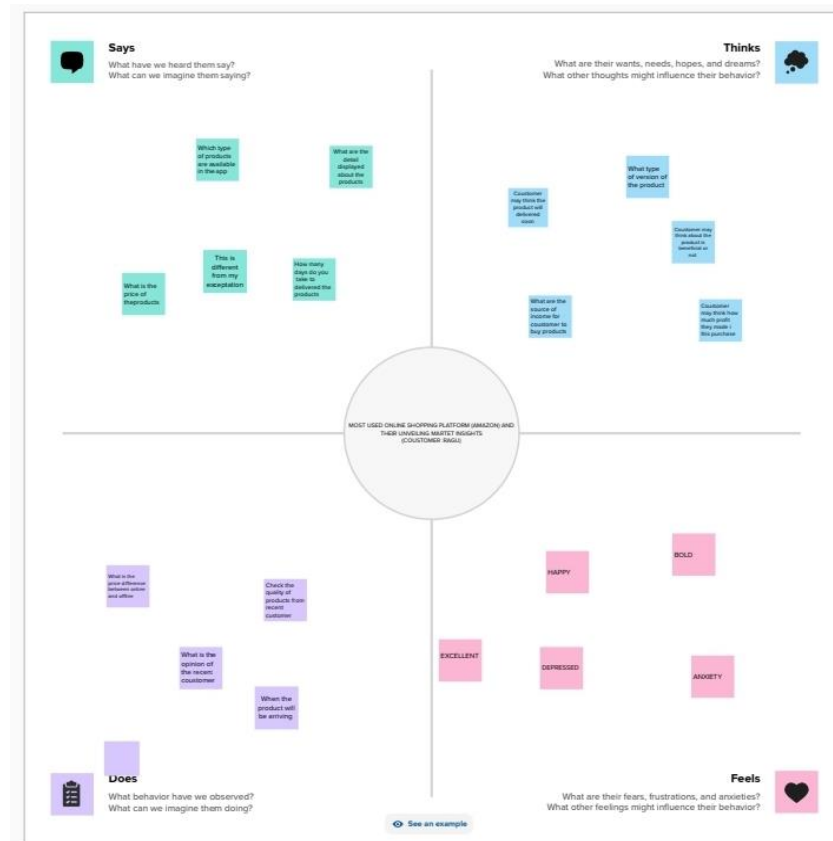
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

### 1.2 Purpose

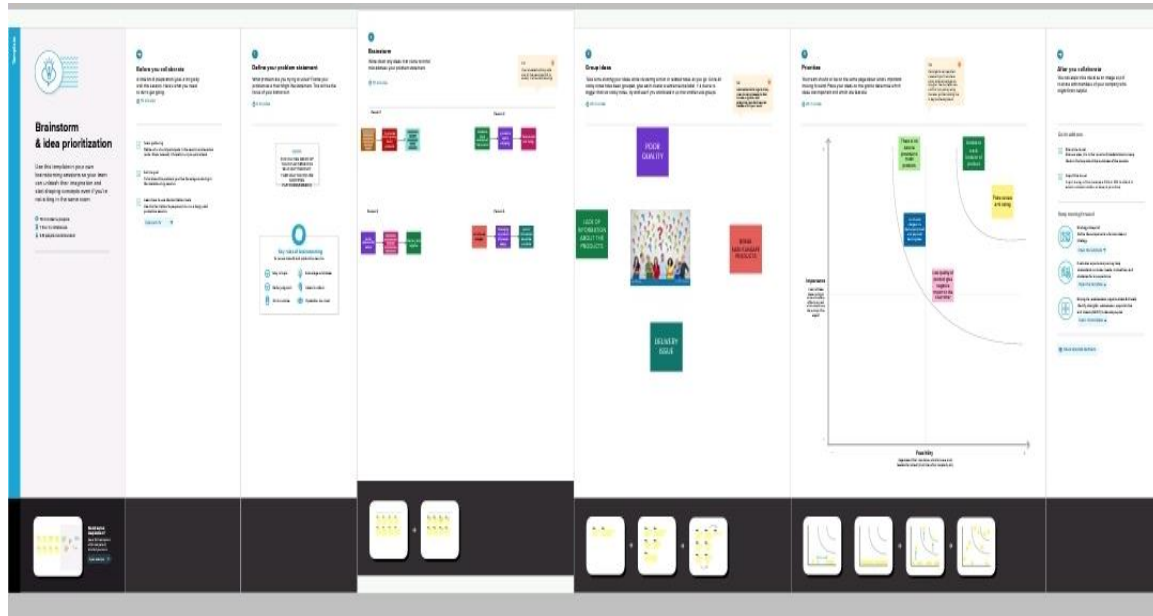
Personalization and Targeted Marketing: With insights from spending behavior analysis, businesses can personalize marketing efforts and promotions. This targeted marketing approach reduces unnecessary advertising noise and enhances the relevance of promotional messages for consumers.

## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map



### 3 RESULT

Economic Growth and Job Creation: As businesses identify growth opportunities and optimize their strategies, they often experience increased revenue and expansion. This can lead to economic growth and job creation, benefiting local communities and contributing to the overall prosperity



## 4 ADVANTAGES & DISADVANTAGES

Revenue Growth: Leveraging market insights to identify growth opportunities can lead to increased sales and revenue for businesses. Understanding customer preferences and optimizing product offerings can attract more customers and improve customer retention.

## 5 APPLICATIONS

Cost Optimization: Data-driven decision-making allows businesses to allocate resources more efficiently. By identifying underperforming products or unprofitable channels, businesses can optimize costs and improve their bottom line.

## 6 CONCLUSION

### Story 1

Region wise detergent p..	Channel wise detergent paper and ..	Region wise milk	Channel wise delicassen and frozen	Region wise delicassen	Region wise delicassen and detergent paper	Wholesaler customer analysis dashboard
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### Wholesaler Customer Analysis



## 7 FUTURE SCOPE

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consumption is mainly in urban areas.

## 8 APPENDIX



### Story 1



